

As owner/operators of an AM/FM in a town of 8000, competing against a newspaper, cable company, and another Decorah FM, plus 3 outside FMs who regularly sell in Decorah, my wife & I wear several hats to be able to keep the company profitable. So, we're very concerned about the possibility of having to record daily programming on 2 stations. We don't have enough time as it is to do everything we'd like to do at the station. Colleen does billing, payroll, accounts payable, daily management and some sales. I do daily management, sales, sales management, promotions, some on-air work, basic engineering, copywriting, production, budgeting, and the seasonal work of trimming the bushes and shoveling snow. We both work these various jobs because we have to to keep costs under control. An additional demand to invest in equipment and peripherals to maintain recordings 24/7 is disappointing to consider. I've been in the broadcast management business since 1972, and in ownership since 1984. In those 32 years of responsibility, I've been asked to respond to exactly one complaint: The owner of a competing radio station in Eau Claire, Wisconsin thought we shouldn't be allowed to use billboards during a rating period (the complaint was rejected, of course). So here we are, basically being accused of being guilty in the future, so we should prove our innocence today. Seems a bit backwards compared to the rule of law which presumes innocence until proven guilty. Anyone who feels our, or any, radio station is airing programming it shouldn't be allowed to air has only to run a tape recorder. I'm wondering why the burden should be placed on any broadcaster, much less mom & pop operations which employ under 10, when the public has every resource it needs if a complaint is considered warranted.

Sincerely,

Bob Holtan
Pres., General Manager
Decorah Broadcasting, Inc.
dba KDEC & KDEC-FM,
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